



BALBOA PARK CELEBRATION INC.

San Diego Tourism Marketing District

Application FY14

MAY 24, 2013

A YEARLONG PREMIER DESTINATION EVENT

- Significant room-night revenue throughout 2015
- Prioritizes “shoulder” seasons
- Attracting regional, national, international visitors
- Call to action to TMD lodging businesses
- Extend value of TMD Investment
 - Co-op marketing
 - Private source funding
 - Sponsorship





MISSION STATEMENT

San Diego's Balboa Park Centennial Celebration in 2015 commemorates the centennial of the event that put San Diego on the world map, the 1915 Panama-California International Exposition.

The yearlong Celebration will showcase the intellectual capital and cultural resources of San Diego with diverse and constantly evolving events and attractions that educate and entertain visitors from around the globe.



SANDIEGO

BALBOA PARK
CENTENNIAL
2015

A WORLD-CLASS EVENT



PROGRAMMING PRIORITIES

- Science, Technology and Engineering
- International Relationships and Outreach
- Inspiring Young Minds
- Cultural Diversity and Heritage
- A Spotlight on Performing Arts
- The Nexus of Technology and Art
- And, a Quality Visitor Experience



GUIDING PRINCIPLES

- Cannot be experienced elsewhere
- Attracts visitors from outside SD
- Deepens relationship to Balboa Park
- Welcoming international visitor experience
- Culture of collaboration
- Incorporates sponsors/partners
- Most effective use of capital within Balboa Park infrastructure
- Revenue Opportunities: ticketed events, attractions, F&B
- More people in low season and at night



INNOVATION STATION



CELEBRATION PLAZA: AN INTERNATIONAL VILLAGE



SAN DIEGO ALIVE



CENTENNIAL STAGE



KEY OBJECTIVES FY13



Create infrastructure for
marketing platform



Execute brand and
communication tactics



Initiate comprehensive
sales and marketing strategy



Establish partner
relationships

KEY OBJECTIVES FY14

- Attract out-of-market leisure/consumer
- Present the vision
- Secure major sponsors and partners
- Secure affinity groups/organizations
- Engage media partners for their own events
- Engage media partners for distributed content



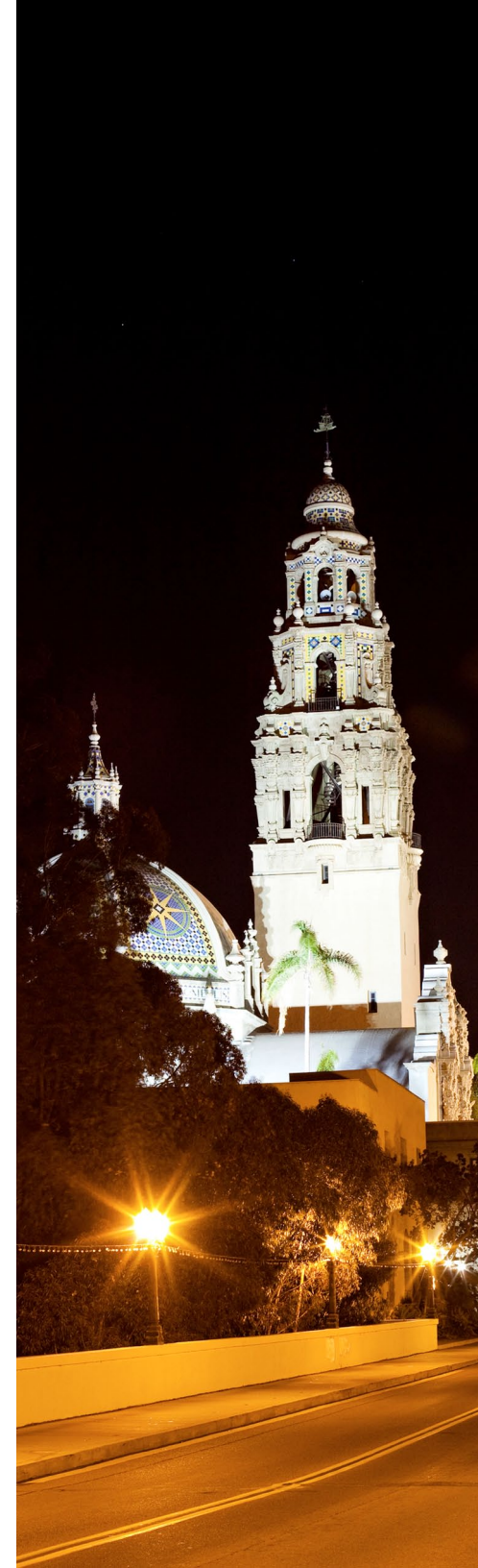
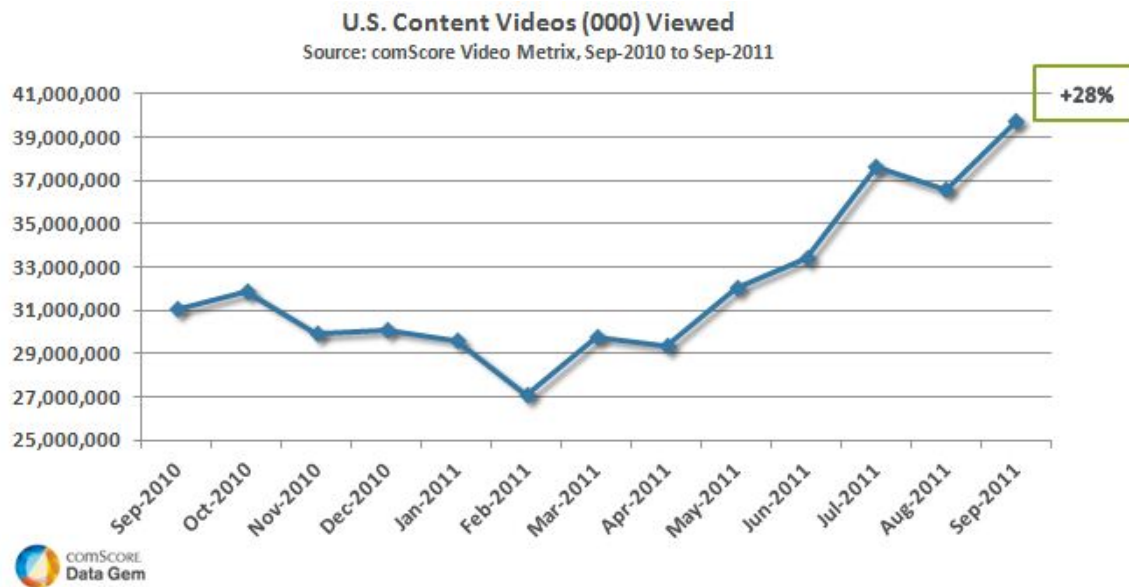
BPC2015 MARKETING PLAN

- 1. Digital Communication**
- 2. Comprehensive and Dynamic Website**
- 3. Social Media Strategic Plan**
- 4. Sales and Marketing Events**
- 5. Business Partnerships**
- 6. Tradeshows**
- 7. Public Relations**
- 8. Consumer-Direct Paid Advertising**



DIGITAL COMMUNICATION

Digital Storytelling: Increased Engagement



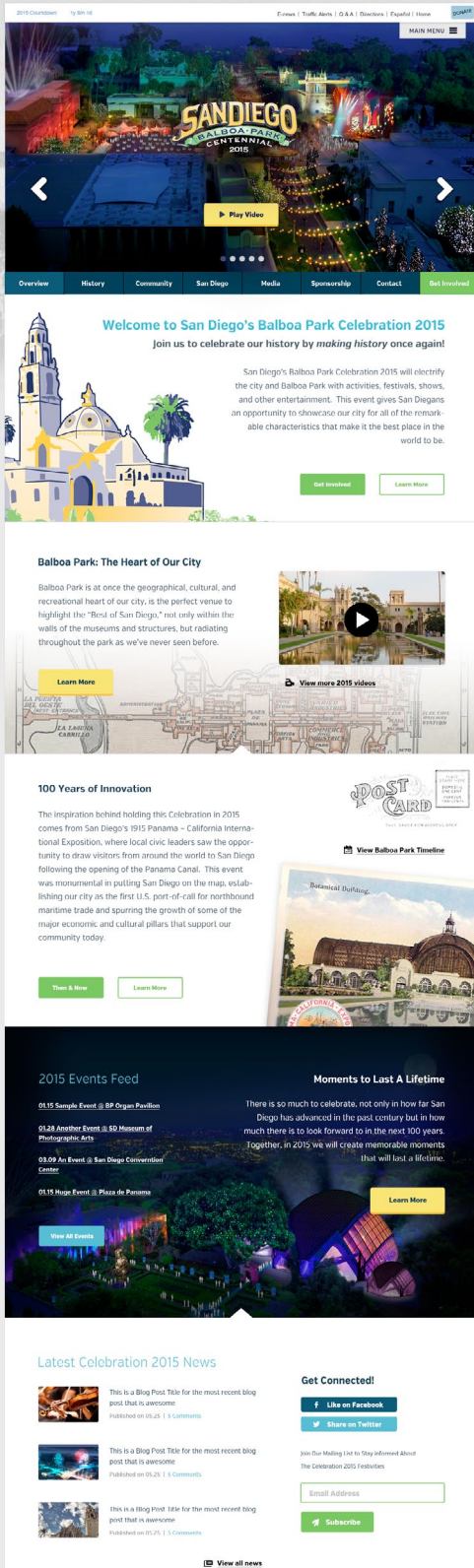
DIGITAL COMMUNICATION

“CAPTURE THE VISION”

BPC2015 “Vision Video”

- Sales and marketing focus
- Modular Content
- Can specifically target out-of-market audiences
- Messaging that directs back to online TMD booking





COMPREHENSIVE AND DYNAMIC WEBSITE

- Expanded and enhanced web, online, and mobile presence
- Targeted to key audiences
- Full interactivity for increased engagement
- Drives prospective attendees to TMD hotels
- Database capture to inform and grow the online community

100 Years of Innovation

The inspiration behind holding this Celebration in 2015 comes from San Diego's 1915 Panama - California International Exposition, where local civic leaders saw the opportunity to draw visitors from around the world to San Diego following the opening of the Panama Canal. This event was monumental in putting San Diego on the map, establishing our city as the first U.S. port-of-call for northbound maritime trade and spurring the growth of some of the major economic and cultural pillars that support our community today.

Then & Now

Learn More



 [View Balboa Park Timeline](#)



2015 Events Feed

[01.15 Sample Event @ BP Organ Pavilion](#)

Moments to Last A Lifetime

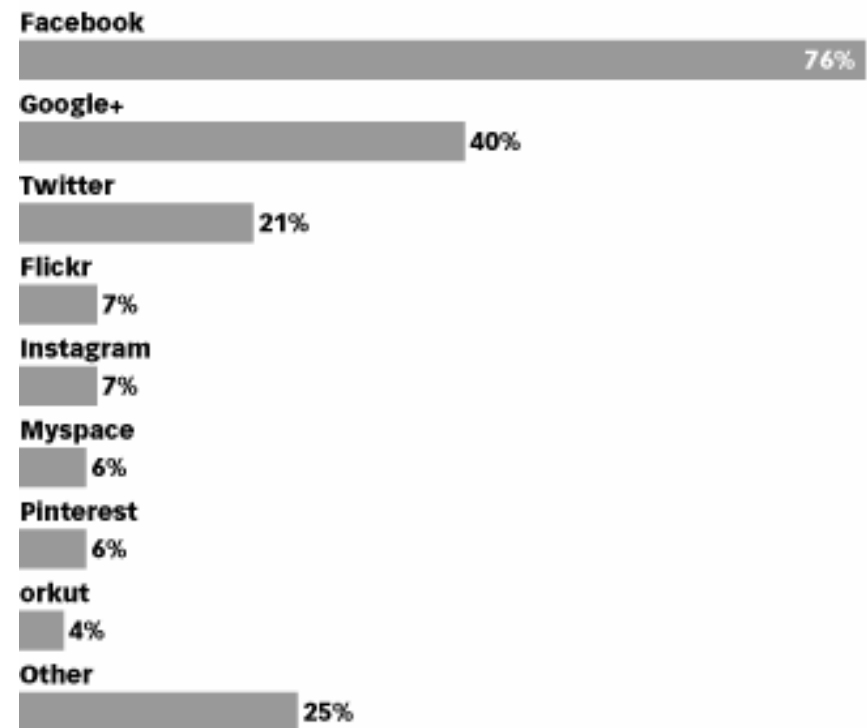
There is so much to celebrate, not only in how far San Diego has advanced in the past century but in how

SOCIAL MEDIA STRATEGIC PLAN

- Increasing use of social media to help plan vacations
- Influences purchasing decisions by gaining trust and credibility
- Establish a large and loyal following: combination of earned and paid media to increase “free” earned media over time

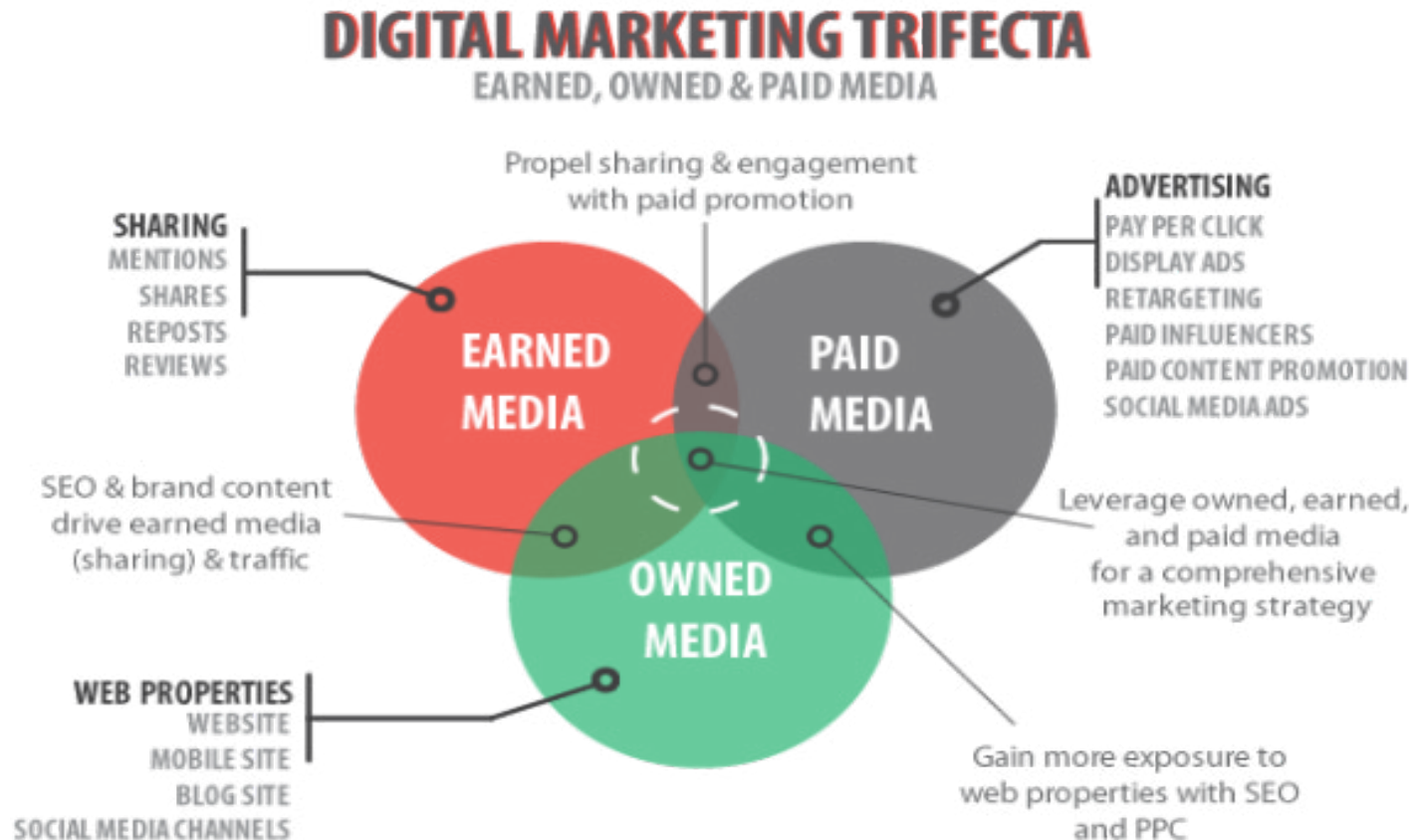
Last Trip According to Internet Users* Worldwide, Jan 2013

% of respondents



Note: *who used social media to research and plan their last trip
Source: TripAdvisor, "TripBarometer" conducted by StrategyOne, March 6, 2013

SOCIAL MEDIA STRATEGIC PLAN



SOCIAL MEDIA STRATEGIC PLAN



- Expand global scope and reach
- Build and position leisure market awareness and interest
- Better understand, identify, and engage potential sponsors and partners
- Increase awareness and value among targeted media partners
- Engage and excite category influencers
- Drive potential visitors to book TMD hotel rooms

SALES AND MARKETING EVENTS

- **Specific targeted audiences**
 - International dignitaries
 - Event planners
 - Major media
 - Category influencers



MAJOR CORPORATE SPONSORSHIP

- Customized one-on-one presentations
- Business and corporate leaders
- 70 local foundations with \$1-\$25 million in assets

1915 Sponsor Standard Oil



TRADE SHOW PRESENCE

- High profile and national and regional trade show presence
- Showcase BPC2015 to affinity groups and targeted audiences
- Aligned in concert with San Diego Tourism Authority



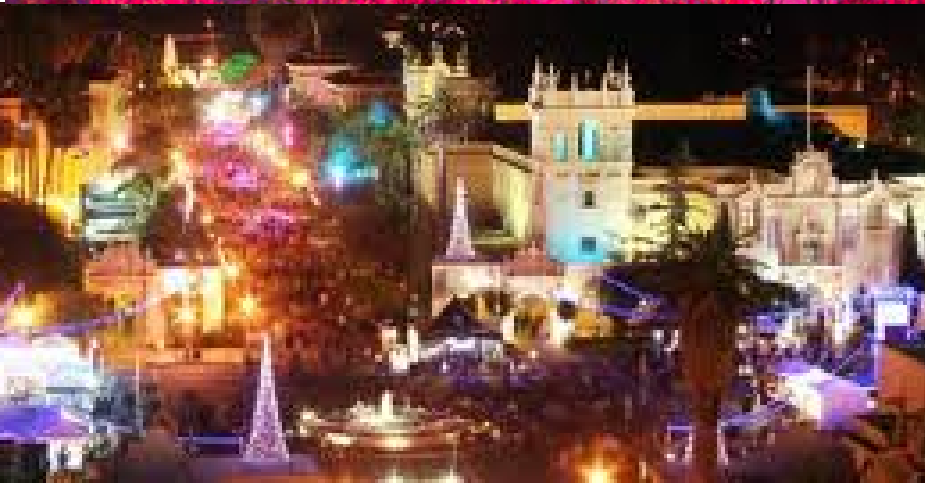
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65° F Area Maps



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CONSUMER-DIRECT PAID ADVERTISING CAMPAIGN

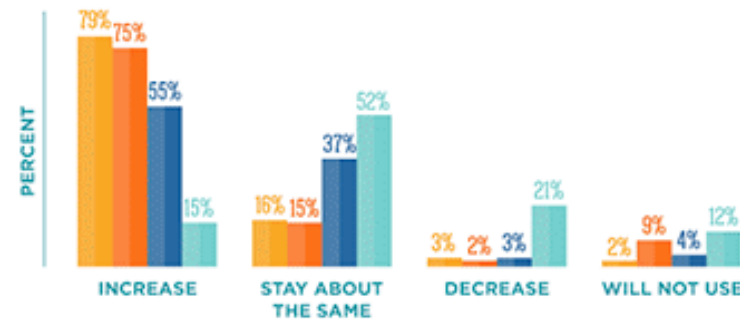


Connect with Yahoo! Travel



Respondents identify areas of focus, and how they plan to spend their marketing budget. Overall there is a clear shift toward investing more into brand awareness.

● SOCIAL MEDIA ● MOBILE ● SEARCH ADVERTISING ● TRADITIONAL



79% indicated they plan to increase their social media marketing budget.

52% of respondents said they plan to maintain their current budget for traditional marketing.

MARKETING EFFORTS

Surveyed marketers reveal where their marketing efforts will fall in 2012. Social media, search advertising, and display advertising are key tools marketers plan to use, a clear step to involve new technology.

WHICH OF THE FOLLOWING TOOLS WILL YOU USE MOST IN 2012?



About **one in five** respondents believes the most popular industry tools this year will be:

24% SOCIAL MEDIA

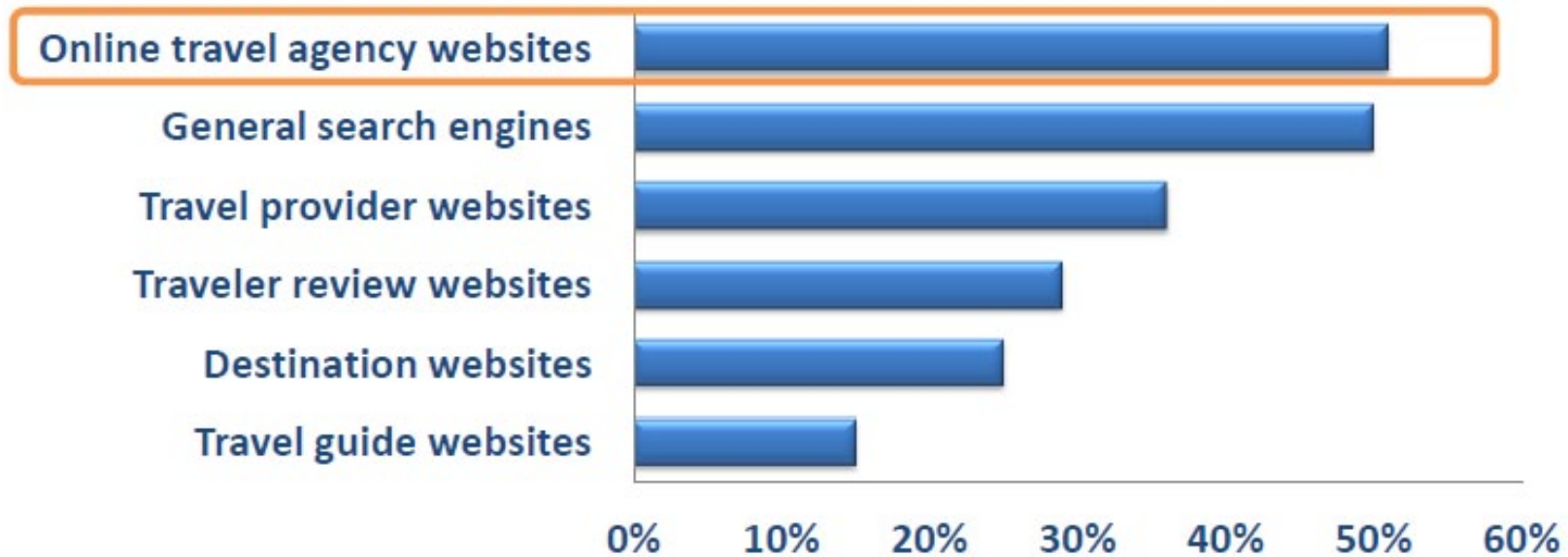
24% SEARCH ADVERTISING

22% DISPLAY ADVERTISING

CONSUMER-DIRECT PAID ADVERTISING CAMPAIGN

Planning or buying, OTAs are the most frequently visited travel sites

Share of visits by travel category



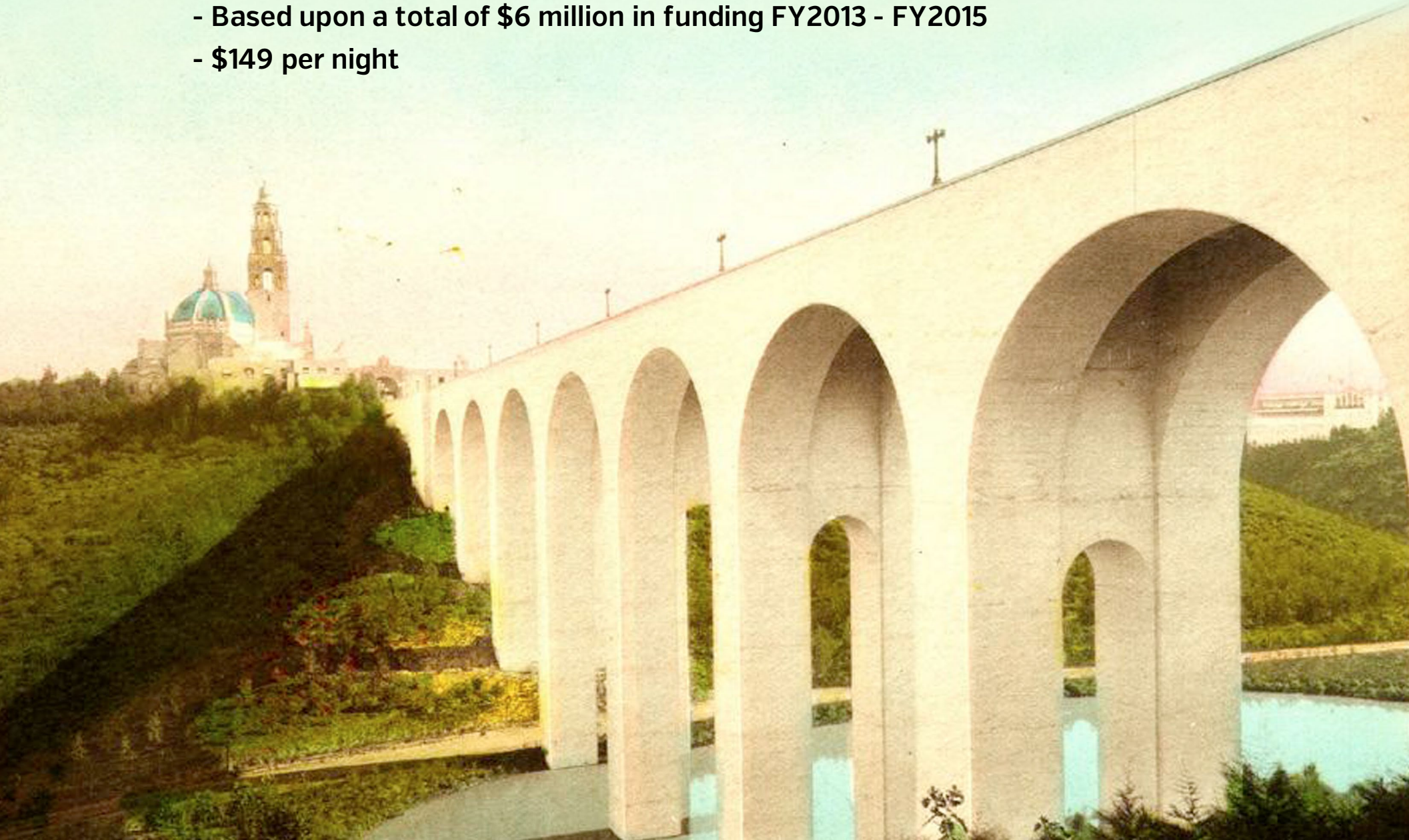
TMD RETURN ON INVESTMENT

- **Evaluation Methodology**
 - Attendance at a variety of special events both in and out of San Diego
 - Typical out to town visitation based on type of events
 - Times of the year and hotel room night patterns for TMD area hotels
 - The potential for achieving incremental room nights by groups already planning travel to San Diego in 2015
 - Calculations made for event attendance by the host organization
 - Variables related to the specific events being planned as part of the yearlong celebration



TMD RETURN ON INVESTMENT

- 10:1 return to TMD
 - Based upon a total of \$6 million in funding FY2013 - FY2015
 - \$149 per night





SUMMARY